

**PLANNING
COMMITTEE**

15th January 2020

**Advertisement and
Listed Building 19/01326/ADV and 19/01307/LBC
Consent Applications**

Installation of 2 outdoor digital advertising signs to replace existing static advertising board and new 'Stage Door' sign made of adhesive vinyl lettering to top fixed glazed door panel

Palace Theatre, Alcester Street, Redditch, Worcestershire, B98 8AE.

**Applicant: Rubicon Leisure Ltd
Ward: Abbey Ward**

(see additional papers for site plan)

The author of this report is Claire Gilbert, Planning Officer (DM), who can be contacted on Tel: 01527 881655 Email: claire.gilbert@bromsgroveandredditch.gov.uk for more information.

Site Description

The Palace Theatre is a grade II listed building situated in the town centre of Redditch. The significance of the building is derived from it being designed by the renowned theatre designer Bertie Crewe as well as the remaining historic fabric internally and externally.

Proposal Description

The proposal involves two new advertisements on the front elevation of the Palace Theatre facing onto Alcester Street. One of the signs would replace an existing notice board with 2 new digital display screens in a niche on the west end of the front elevation and the other would be a replacement stage door sign.

Two separate applications have been submitted for this proposal. A listed Building consent application and an Advertisement Application.

Relevant Policies:

Borough of Redditch Local Plan adopted January 2019

Policy 1- Presumption in favour of sustainable development
Policy 36- Historic Environment
Policy 37- historic Buildings and structures
Policy 39- Built Environment
Policy 42- Advertisements

Others

Redditch High Quality Design SPD
National Design Guide
NPPF- National Planning Policy Framework (2019)
NPPG- National Planning Practice Guidance

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Relevant Planning History

None

Consultations

Conservation Officer sent 06/11/2019 Expired 30/11/2019
No objection.

Highways Redditch sent 15/11/2019 Expired 09/12/2019
No objection, subject to an informative relating to brightness of signage.

Community Safety Project Officer sent 15/11/2019 Expired 09/12/2019
I note the screen device is toughened glass to withstand vandal attack and the bracket mounting is substantial to mitigate against theft, consequently we have no other comment to make.

Theatres Trust

We have no objection to the replacement of the stage door sign with adhesive vinyl lettering.

Similarly, neither does the replacement of the static advertisement with a digital sign cause us any concern with regard to the character and significance of the theatre. There have been several proposals recently of this nature around the country. Digital signage provides the theatre with greater flexibility to adjust adverts, allowing for example to better target messages. Advertisements and show signage are in any case an integral aspect of the character and appearance of theatre buildings, and in relation to advertisement consent we do not consider that it will compromise highway/pedestrian safety or the amenity of surrounding properties.

Public Consultation Response

Advertisement Application:

None

Listed Building Application:

Site notice posted 07/11/2019 Expired 01/12/2019
Press notice (Redditch Standard) 15/11/2019 Expired 02/12/2019

Assessment of Proposal

Advertisement Application:

Paragraph 132 of the NPPF requires that advertisement applications be considered in terms of their impact on amenity and public safety, taking account of cumulative impacts. This is supported by Policy 42- Advertisements of the Borough of Redditch Local Plan which amongst other things, states that advertisements should be for a scale and

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character appropriate to the style and age of the building and its setting, do not adversely affect the street scene, do not impeded natural surveillance or endanger highway safety. In addition it sets out that advertisements affecting historic buildings should consider the significance of the building, be of a traditional design and in a style sympathetic to the building and its historic context.

Digital Display advertisements

The digital display advertisements would replace an existing advertisement notice board which is set within a niche on the front elevation of the Palace Theatre. It would consist of 2no. 49 inch display size screens, installed onto a wall mounted bracket, screw fixed into the existing brickwork. Fixings would be directly into the brickwork, behind the existing notice board.

The screen would be dust tight and has the highest protection rating. They would also be weather proof and have toughened glass to protect internal components and to add an extra layer of security against vandals, within a mild steel enclosure.

The display would have an ambient light sensor that changes the screens brightness depending on the ambient light; this leaves the screen with the best clarity while also conserving energy. The screens are designed to run 24 hours daily; with an advanced temperature control system to keep it running at optimum temperature.

Stage door advertisements

The proposed stage door sign would replace an existing smaller stage door sign that is set back on a recessed doorway on the front elevation of the Palace Theatre. The proposal is to remove the existing 'Stage Door' sign that is currently stuck to the door with 'sticky pads' and replaced with self-adhesive black vinyl letters, which would be individually cut and applied directly to the existing frosted glazed window. The proposed font is Baskerville Old Face, 200mm height x 150mm width.

Listed Building Application:

Historic Environment

Section 66 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires LPAs to have regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. This is supported by the Historic Environment policies in the Redditch Local Plan No.4, notably Policy 36 which, amongst other things, states that designated heritage assets including listed buildings, structures and their settings will be given the highest level of protection and should be conserved and enhanced.

In addition guidance in the recently revised NPPF must also be considered. Paragraph 189 requires applicants to describe the significance of any heritage asset affected, the level of detail being proportionate to the assets importance and no more than is sufficient to understand the potential impact of the proposals on significance; Paragraph 190 requires LPAs to take account of the significance of affected heritage assets when

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considering the impact of a proposal, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal; Paragraph 193 requires great weight to be attached to the conservation of designated heritage assets, irrespective of the level of potential harm. Any harm to or loss of, the significance of a designated heritage asset, including its setting, requires clear and convincing justification, Paragraph 194; Paragraph 196 requires less than substantial harm to designated heritage assets to be weighed against the public benefits of the proposal.

The Council's Conservation Officer has raised no objection to the proposed vinyl acrylic signage proposed for above the stage door, which illustrated most clearly in the Heritage Statement.

They have also raised no objection to the proposed digital advertising signs which would sit within a niche to the left hand side of the stage door. Given that historic photographs submitted with the application show that this area has been altered. They have also noted that the niche currently houses a traditional notice board, and that advertisements have always been part of the traditional appearance of a theatre. As such it is not considered that the digital signage would detract from the character of the listed building and will not therefore harm its significance.

Highways

Worcestershire County Highways have raised no objection to the proposal. They do however note that the applicant should be aware that the brightness of illuminated signs shall not exceed the values stipulated in the institution of lighting engineers technical report PLG5:2005 "Brightness of Illuminated Advertisements". This shall be inserted on as an informative to any permission that is given.

Community Safety

Community Safety have noted that the proposed screen device would have toughened glass to withstand vandal attack and the bracket mounting is substantial to mitigate against theft, consequently they have no further comments to make, and have raised no objection to the application.

Conclusion

Overall it is considered that the proposed advertisements would not affect public safety, the amenity of the area or the character or significance of the listed building. As such it is considered that the proposals would accord with the policies in the Borough of Redditch Local Plan and the NPPF and would be acceptable.

RECOMMENDATION: That having regard to the development plan and to all other material considerations, **Advertisement Consent** be **GRANTED** subject to the following conditions:

Conditions:

- 1) This consent shall remain valid for a period of five years from the date hereof.

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Reason: In accordance with Regulation 14(7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission

Reason: In accordance with the requirements of Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3) No advertisement shall be sited or displayed so as to;

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: In accordance with the requirements of Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: In accordance with the requirements of Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: In accordance with the requirements of Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: In accordance with the requirements of Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 7) The development hereby approved shall be carried out in accordance with the following plans and drawings:

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Drawing No. L(0)000- Location Plan
Elevation Plan- Indicative Position of Digital signs
Technical drawing with dimensions
Statement of Significance

Reason: To provide certainty to the extent of the development hereby approved in the interests of proper planning.

RECOMMENDATION: That having regard to the development plan and to all other material Considerations, **Listed Building Consent:** be **GRANTED** subject to the following conditions:

Conditions:

- 1) The development to which this permission relates must be begun not later than the expiration of three years beginning with the date of the grant of this permission.

Reason: In accordance with the requirements of Section 91(1) of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

- 2) The development hereby approved shall be carried out in accordance with the following plans and drawings:

Drawing No. L(0)000- Location Plan
Elevation Plan- Indicative Position of Digital signs
Technical drawing with dimensions
Statement of Significance

Reason: To provide certainty to the extent of the development hereby approved in the interests of proper planning.

Procedural matters

This application is being reported to the Planning Committee because the applicant is Redditch Borough Council. As such the application falls outside the scheme of delegation to Officers.